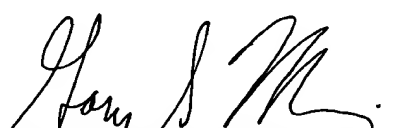




<b>AMENDMENT AND RESPONSE TO OFFICE ACTION TRANSMITTAL LETTER</b>			Docket Number: <b>2685/111328</b>			
Application Number: <b>08/691,900</b>	Filing Date: <b>August 1, 1996</b>	Examiner: <b>Jeanty Romain</b>	Art Unit: <b>2765</b>			
Invention Title: <b>INTERACTIVE MULTIMEDIA ADVERTISING AND ELECTRONIC COMMERCE ON A HYPERTEXT NETWORK</b>			Inventor(s): <b>Jitendra APTE Maria Lima ROESLER</b>			
Address to: Assistant Commissioner for Patents Washington D.C. 20231  Transmitted herewith is an Amendment and Response to Office Action in the above-referenced matter.						
1. The filing fee has been calculated as shown below:						
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT NUMBER EXTRA	RATE (\$)	FEE (\$)
TOTAL CLAIMS	60	minus	47	13	22.00	286.00
INDEPENDENT CLAIMS	12	minus	8	4	82.00	328.00
MULTIPLE DEPENDENT CLAIM ADDED						
					TOTAL	614.00
If applicant is a small entity under 37 C.F.R. §§ 1.9 and 1.27, then divide total fee by 2, and enter amount here.					SMALL ENTITY TOTAL	
2. The Commissioner is hereby authorized to charge payment of \$614.00 associated with this communication or credit any overpayment to the deposit account of <b>Kenyon &amp; Kenyon</b> , deposit account number <b>11-0600</b> . A duplicate copy of this sheet is enclosed.						
a. Any additional filing fees required under 37 C.F.R. § 1.16.						
b. Any patent application processing fees under 37 C.F.R. § 1.17.						
Dated: November 18, 1998			 By: Gary S. Morris (Reg. No. 40,735)			
KENYON & KENYON 1025 Connecticut Avenue Washington, D.C. 20036 (202) 429-1776 (telephone) (202) 429-0796 (facsimile) DC1/GSM/176025/2685/111328						

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Group 2700

**PATENT**  
**2685/111328**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Jitendre APTE  
Maria Lima ROESLER

SERIAL NO. : 08/691,900

FILED : August 1, 1996

FOR : INTERACTIVE MULTIMEDIA ADVERTISING  
AND ELECTRONIC COMMERCE  
ON A HYPERTEXT NETWORK

GROUP ART UNIT : 2765

EXAMINER : J. Romain

ASSISTANT COMMISSIONER FOR PATENTS  
AND TRADEMARKS  
Washington, D.C. 20231

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**AMENDMENT AND RESPONSE TO OFFICE ACTION**

SIR:

In response to the Office Action mailed on August 18, 1998, the Applicants submit the following amendments and remarks.

**In the Specification:**

Page 11, line 26, delete "FIG 4 shows an"

Page 11, insert the following after line 25:

-- FIG 4 shows a system in accordance with an embodiment of the present invention.

FIG 5 shows a graphical user interface in accordance with an embodiment of the present invention.